

Request for Reconsideration after Final Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	77943719
LAW OFFICE ASSIGNED	LAW OFFICE 101
MARK SECTION (no change)	
GOODS AND/OR SERVICES SECTION (009)(no change)	
GOODS AND/OR SERVICES SECTION (035)(current)	
INTERNATIONAL CLASS	035
DESCRIPTION	Online advertising services for others; promoting the goods and services of others via a website featuring coupons, product reviews, and shopping; advertising and directory services, namely, promoting the goods and services of others by providing a web page featuring imagery, ads and content with links to the websites of others; promoting the goods and services of others by providing a community-driven web site featuring consumer information in the fields of business, commerce, investing, and shopping; computer services, namely, providing data, information and updates on topics of interest to users of an on-line community, namely, business advice and information, commercial advice and information, investing advice and information, shopping advice and information
FILING BASIS	Section 1(b)
GOODS AND/OR SERVICES SECTION (035)(proposed)	
INTERNATIONAL CLASS	035
TRACKED TEXT DESCRIPTION	Online advertising services for others; promoting the goods and services of others via a website featuring coupons, product reviews, and shopping; <u>promoting the goods and services of others via a website featuring coupons and product reviews for shopping;</u> advertising and directory services, namely, promoting the goods and services of others by providing a web page featuring imagery, ads and content with links to the websites of others; promoting the goods and services of others by providing a community-driven web site featuring consumer information in the fields of business, commerce, investing, and shopping; <u>promoting the goods and services of others by providing a community-driven web site featuring consumer information in the fields of business, commerce, and shopping, namely, consumer product information, information on restaurants, information on retail stores, information on business organizations, information on service providers;</u> computer services, namely, providing data, information and updates on topics of interest to users of an on-line community, namely, business advice and information, commercial advice and information, investing advice and information, shopping advice

and information

FINAL DESCRIPTION

Online advertising services for others; promoting the goods and services of others via a website featuring coupons and product reviews for shopping; advertising and directory services, namely, promoting the goods and services of others by providing a web page featuring imagery, ads and content with links to the websites of others; promoting the goods and services of others by providing a community-driven web site featuring consumer information in the fields of business, commerce, and shopping, namely, consumer product information, information on restaurants, information on retail stores, information on business organizations, information on service providers

FILING BASIS

Section 1(b)

GOODS AND/OR SERVICES SECTION (041)(current)

INTERNATIONAL CLASS

041

DESCRIPTION

Entertainment and educational services, namely, online magazine featuring articles, images, and photos about news, entertainment, and current events; providing a virtual environment where users can find and exchange articles, images, and photos about topics, people, and current events, and where users can interact for entertainment purposes and to express opinions about topics, people, and current events; computer services, namely, providing data, information and updates on topics of interest to users of an on-line community, namely, educational advice and information, entertainment information

FILING BASIS

Section 1(b)

GOODS AND/OR SERVICES SECTION (041)(proposed)

INTERNATIONAL CLASS

041

TRACKED TEXT DESCRIPTION

Entertainment and educational services, namely, online magazine featuring articles, images, and photos about news, entertainment, and current events; providing a virtual environment where users can find and exchange articles, images, and photos about topics, people, and current events, and where users can interact for entertainment purposes and to express opinions about topics, people, and current events; ~~computer services, namely, providing data, information and updates on topics of interest to users of an on-line community, namely, educational advice and information, entertainment information;~~ computer services, namely, providing data, information and updates on topics of interest to users of an on-line community, namely, entertainment information

FINAL DESCRIPTION

Entertainment and educational services, namely, online magazine featuring articles, images, and photos about news, entertainment, and current events; providing a virtual environment where users can find and exchange articles, images, and photos about topics, people, and current events, and where users can interact for entertainment purposes and to express opinions about topics, people, and current events; computer services, namely, providing data, information and updates on topics of interest to users of an on-line community, namely, entertainment information

FILING BASIS

Section 1(b)

GOODS AND/OR SERVICES SECTION (042)(current)

DESCRIPTION

Computer services, namely, providing an on-line site for users to share information, participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking featuring social media, photos, images, and topics of general interest to such users; providing an interactive website that aggregates and integrates information, images and content from social networks, publicly available sources and personal websites and communications and enables users to interact with information and content of greatest interest to them; computer services, namely, providing a web-based system and online portal featuring on-line nondownloadable software that enables users of computers and mobile devices to access, aggregate and interact with content, information and images from social media websites, publicly available sources, and personal websites and communications; computer services, namely, providing data, information and updates on topics of interest to users of an on-line community, namely, science and technology information; providing a website featuring a media aggregator and search engine for internet and social content; application service provider, namely, providing, hosting, managing, developing, and maintaining applications, software, web sites, and databases of others in the fields of personal media and communications content; application service provider (ASP) featuring software for use in the collection, dissemination, and assimilation of data, information, photos and images for social networking purposes

FILING BASIS

Section 1(b)

GOODS AND/OR SERVICES SECTION (042)(proposed)**TRACKED TEXT DESCRIPTION**

~~Computer services, namely, providing an on-line site for users to share information, participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking featuring social media, photos, images, and topics of general interest to such users; Computer services, namely, providing an on-line site featuring non-downloadable software for users to share information, participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking featuring social media, photos, images, and topics of general interest to such users; providing an interactive website that aggregates and integrates information, images and content from social networks, publicly available sources and personal websites and communications and enables users to interact with information and content of greatest interest to them; providing an interactive website featuring technology that aggregates and integrates information, images and content from social networks, publicly available sources and personal websites and communications and enables users to interact with information and content of greatest interest to them; computer services, namely, providing a web-based system and online portal featuring on-line nondownloadable software that enables users of computers and mobile devices to access, aggregate and interact with content, information and images from social media websites, publicly available sources, and personal websites and communications; computer services, namely, providing data, information and updates on topics of interest to users of an on-line community, namely, science and technology information; providing a website featuring a media aggregator and search engine for internet and social content; application service provider, namely, providing, hosting, managing, developing, and maintaining applications, software, web sites, and databases of others in the fields of personal media and communications content; application service provider (ASP) featuring software for use in the collection, dissemination, and assimilation of data, information, photos and images for social networking purposes~~

FINAL DESCRIPTION

Computer services, namely, providing an on-line site featuring non-downloadable software for users to share information, participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking featuring social media, photos, images, and topics of general interest to such users; providing an interactive website featuring technology that aggregates and integrates information, images and content from social networks, publicly available sources and personal websites and communications and enables users to interact with information and content of greatest interest to them; computer services, namely, providing a web-based system and online portal featuring on-line nondownloadable software that enables users of computers and mobile devices to access, aggregate and interact with content, information and images from social media websites, publicly available sources, and personal websites and communications; providing a website featuring a media aggregator and search engine for internet and social content; application service provider, namely, providing, hosting, managing, developing, and maintaining applications, software, web sites, and databases of others in the fields of personal media and communications content; application service provider (ASP) featuring software for use in the collection, dissemination, and assimilation of data, information, photos and images for social networking purposes

FILING BASIS

Section 1(b)

GOODS AND/OR SERVICES SECTION (045)(no change)**SIGNATURE SECTION****RESPONSE SIGNATURE**

/Hollis Beth Hire/

SIGNATORY'S NAME

Hollis Beth Hire

SIGNATORY'S POSITION

Attorney of record, California bar member

DATE SIGNED

07/22/2011

AUTHORIZED SIGNATORY

YES

CONCURRENT APPEAL NOTICE FILED

NO

FILING INFORMATION SECTION**SUBMIT DATE**

Fri Jul 22 06:13:33 EDT 2011

USPTO/RFR-70.137.128.18-2

0110722061333875603-77943

TEAS STAMP

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110722060053409659

Request for Reconsideration after Final Action

To the Commissioner for Trademarks:

Application serial no. 77943719 has been amended as follows:

CLASSIFICATION AND LISTING OF GOODS/SERVICES

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 035 for Online advertising services for others; promoting the goods and services of others via a website featuring coupons, product reviews, and shopping; advertising and directory services, namely, promoting the goods and services of others by providing a web page featuring imagery, ads and content with links to the websites of others; promoting the goods and services of others by providing a community-driven web site featuring consumer information in the fields of business, commerce, investing, and shopping; computer services, namely, providing data, information and updates on topics of interest to users of an on-line community, namely, business advice and information, commercial advice and information, investing advice and information, shopping advice and information

Original Filing Basis:

Filing Basis: Section 1(b), Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services as of the filing date of the application. (15 U.S.C. Section 1051(b)).

Proposed:

Tracked Text Description: Online advertising services for others; ~~promoting the goods and services of others via a website featuring coupons, product reviews, and shopping; promoting the goods and services of others via a website featuring coupons and product reviews for shopping;~~ advertising and directory services, namely, promoting the goods and services of others by providing a web page featuring imagery, ads and content with links to the websites of others; ~~promoting the goods and services of others by providing a community-driven web site featuring consumer information in the fields of business, commerce, investing, and shopping; promoting the goods and services of others by providing a community-driven web site featuring consumer information in the fields of business, commerce, and shopping, namely, consumer product information, information on restaurants, information on retail stores, information on business organizations, information on service providers; computer services, namely, providing data, information and updates on topics of interest to users of an on-line community, namely, business advice and information, commercial advice and information, investing advice and information, shopping advice and information~~

Class 035 for Online advertising services for others; promoting the goods and services of others via a website featuring coupons and product reviews for shopping; advertising and directory services, namely, promoting the goods and services of others by providing a web page featuring imagery, ads and content with links to the websites of others; promoting the goods and services of others by providing a community-driven web site featuring consumer information in the fields of business, commerce, and shopping, namely, consumer product information, information on restaurants, information on retail stores, information on business organizations, information on service providers

Filing Basis: Section 1(b), Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services as of the filing date of the application. (15 U.S.C. Section 1051(b)).

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 041 for Entertainment and educational services, namely, online magazine featuring articles, images, and photos about news, entertainment, and current events; providing a virtual environment where users can find and exchange articles, images, and photos about topics, people, and

current events, and where users can interact for entertainment purposes and to express opinions about topics, people, and current events; computer services, namely, providing data, information and updates on topics of interest to users of an on-line community, namely, educational advice and information, entertainment information

Original Filing Basis:

Filing Basis: Section 1(b), Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services as of the filing date of the application. (15 U.S.C. Section 1051(b)).

Proposed:

Tracked Text Description: Entertainment and educational services, namely, online magazine featuring articles, images, and photos about news, entertainment, and current events; providing a virtual environment where users can find and exchange articles, images, and photos about topics, people, and current events, and where users can interact for entertainment purposes and to express opinions about topics, people, and current events; ~~computer services, namely, providing data, information and updates on topics of interest to users of an on-line community, namely, educational advice and information, entertainment information;~~ computer services, namely, providing data, information and updates on topics of interest to users of an on-line community, namely, entertainment information

Class 041 for Entertainment and educational services, namely, online magazine featuring articles, images, and photos about news, entertainment, and current events; providing a virtual environment where users can find and exchange articles, images, and photos about topics, people, and current events, and where users can interact for entertainment purposes and to express opinions about topics, people, and current events; computer services, namely, providing data, information and updates on topics of interest to users of an on-line community, namely, entertainment information

Filing Basis: Section 1(b), Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services as of the filing date of the application. (15 U.S.C. Section 1051(b)).

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 042 for Computer services, namely, providing an on-line site for users to share information, participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking featuring social media, photos, images, and topics of general interest to such users; providing an interactive website that aggregates and integrates information, images and content from social networks, publicly available sources and personal websites and communications and enables users to interact with information and content of greatest interest to them; computer services, namely, providing a web-based system and online portal featuring on-line nondownloadable software that enables users of computers and mobile devices to access, aggregate and interact with content, information and images from social media websites, publicly available sources, and personal websites and communications; computer services, namely, providing data, information and updates on topics of interest to users of an on-line community, namely, science and technology information; providing a website featuring a media aggregator and search engine for internet and social content; application service provider, namely, providing, hosting, managing, developing, and maintaining applications, software, web sites, and databases of others in the fields of personal media and communications content; application service provider (ASP) featuring software for use in the collection, dissemination, and assimilation of data, information, photos and images for social networking purposes

Original Filing Basis:

Filing Basis: Section 1(b), Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services as of the filing date of the application. (15 U.S.C. Section 1051(b)).

Proposed:

Tracked Text Description: ~~Computer services, namely, providing an on-line site for users to share information, participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking featuring social media, photos, images, and topics of general interest to such users; Computer services, namely, providing an on-line site featuring non-downloadable software for users to share information, participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking featuring social media, photos, images, and topics of general interest to such users; providing an interactive website that aggregates and integrates information, images and content from social networks, publicly available sources and personal websites and communications and enables users to interact with information and content of greatest interest to them; providing an interactive website featuring technology that aggregates and integrates information, images and content from social networks, publicly available sources and personal websites and communications and enables users to interact with information and content of greatest interest to them;~~ computer services, namely, providing a web-based system and online portal featuring on-line nondownloadable software that enables users of computers and mobile devices to access, aggregate and interact with content, information and images from social media websites, publicly available sources, and personal websites and communications; ~~computer services, namely, providing data, information and updates on topics of interest to users of an on-line community, namely, science and technology information;~~ providing a website featuring a media aggregator and search engine for internet and social content; application service provider, namely, providing, hosting, managing, developing, and maintaining applications, software, web sites, and databases of others in the fields of personal media and communications content; application service provider (ASP) featuring software for use in the collection, dissemination, and assimilation of data, information, photos and images for social networking purposes

Class 042 for Computer services, namely, providing an on-line site featuring non-downloadable software for users to share information, participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking featuring social media, photos, images, and topics of general interest to such users; providing an interactive website featuring technology that aggregates and integrates information, images and content from social networks, publicly available sources and personal websites and communications and enables users to interact with information and content of greatest interest to them; computer services, namely, providing a web-based system and online portal featuring on-line nondownloadable software that enables users of computers and mobile devices to access, aggregate and interact with content, information and images from social media websites, publicly available sources, and personal websites and communications; providing a website featuring a media aggregator and search engine for internet and social content; application service provider, namely, providing, hosting, managing, developing, and maintaining applications, software, web sites, and databases of others in the fields of personal media and communications content; application service provider (ASP) featuring software for use in the collection, dissemination, and assimilation of data, information, photos and images for social networking purposes

Filing Basis: Section 1(b), Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services as of the filing date of the application. (15 U.S.C. Section 1051(b)).

SIGNATURE(S)

Request for Reconsideration Signature

Signature: /Hollis Beth Hire/ Date: 07/22/2011

Signatory's Name: Hollis Beth Hire

Signatory's Position: Attorney of record, California bar member

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is not filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 77943719

Internet Transmission Date: Fri Jul 22 06:13:33 EDT 2011

TEAS Stamp: USPTO/RFR-70.137.128.18-2011072206133387

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